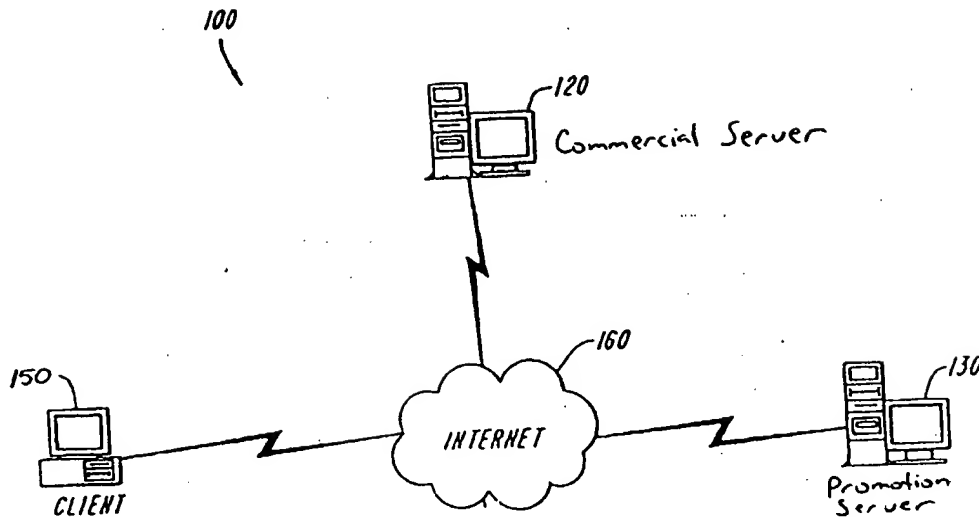




# Replacement Sheet 1/17



*FIG. 1*

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# Replacement Sheet 2/17

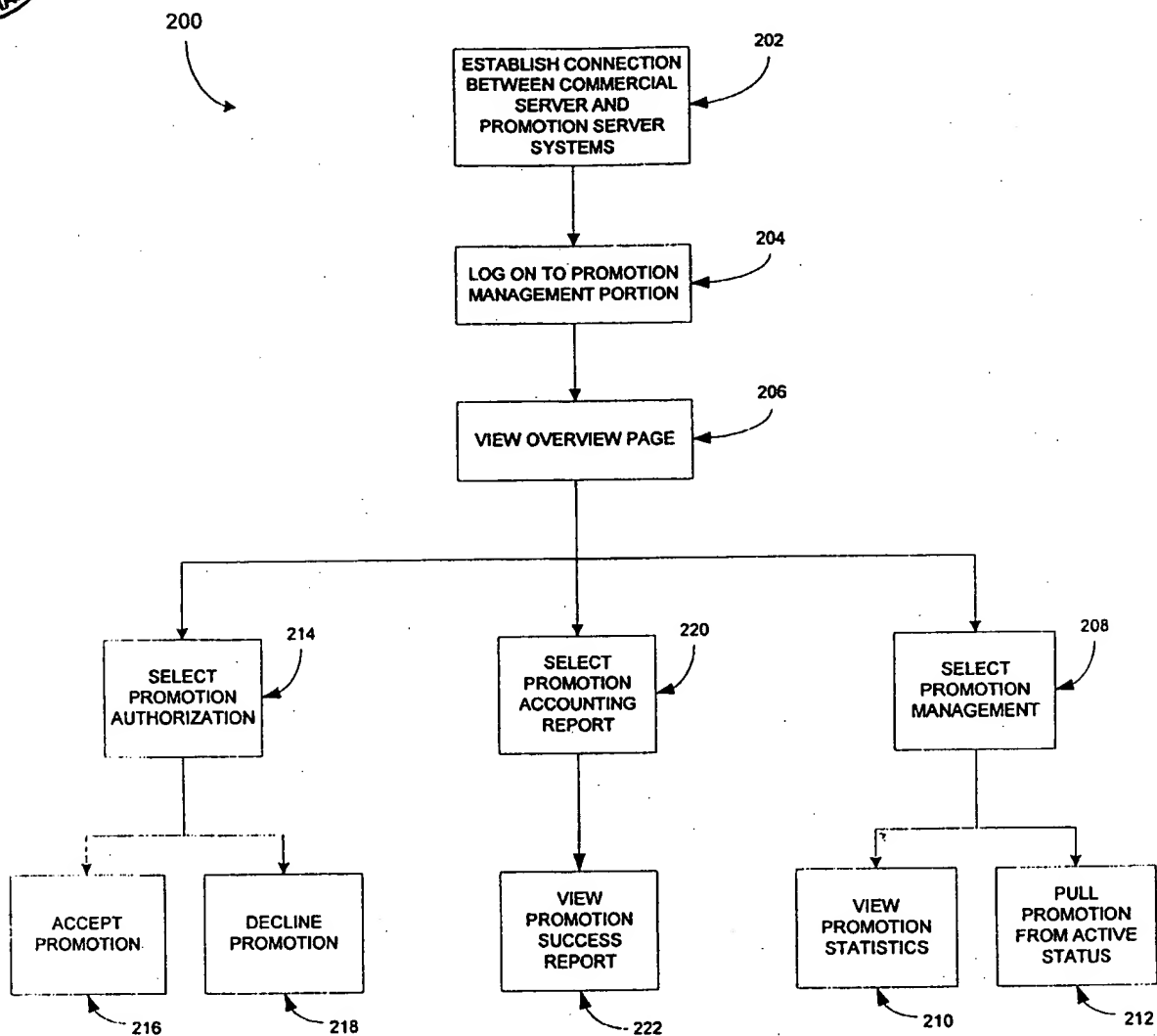


FIG. 2

Best Available Copy



# Replacement Sheet 3/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
My OneClip

Demo User - Demo Retailer  
[Log Off](#)

## My Oneclip

(Customize)

### Summary

Active Promotions = 2  
Starting this Month = 0  
Ending this Month = 1

### Quick Links

[Manage Promotions](#)  
[Authorize Promotions](#)  
[Accounting Report](#)

### Top Promotions (redeemed/issued)

ID	Title	Redeemed/Issued	Action
6192	Get 1 Demo Product1 free.	83.5%	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	65.4%	<a href="#">stats</a>
6091	Buy 1 Demo Cola get US\$0.20 off.	42.6%	<a href="#">stats</a>

### Least Productive (redeemed/issued)

ID	Title	Redeemed/Issued	Action
6091	Buy 1 Demo Cola get US\$0.20 off.	42.6%	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	65.4%	<a href="#">stats</a>
6192	Get 1 Demo Product1 free.	83.5%	<a href="#">stats</a>

### Top Promotions (redeemed)

ID	Title	Redeemed	Action
6192	Get 1 Demo Product1 free.	334	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	327	<a href="#">stats</a>
6091	Buy 1 Demo Cola get US\$0.20 off.	213	<a href="#">stats</a>

### Least Productive (redeemed)

ID	Title	Redeemed	Action
6091	Buy 1 Demo Cola get US\$0.20 off.	213	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	327	<a href="#">stats</a>
6192	Get 1 Demo Product1 free.	334	<a href="#">stats</a>

Fig 3

Best Available Copy



## Replacement Sheet 4/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Manage Authorize

Demo User - Demo Retailer  
[Log Off](#)

## Manage

Creation Date

All Dates

Promotion Status

Any Status

View as

Text

Site: Demo Site

Title

Contains

Promotion  
ID

Title

Site

Start

Stop

Status

Actions

6091

Buy 1 Demo Cola get  
US\$0.20 off.Demo  
Site

03-15-2000

04-19-2000

Active

[Stats](#)  
[Pull](#)

6094

Buy 1 Demo Product1 get  
US\$0.10 off.Demo  
Site

04-01-2000

05-31-2000

Inactive

[Stats](#)

6192

Get 1 Demo Product1 free.

Demo  
Site

03-27-2000

05-31-2000

Active

[Stats](#)  
[Pull](#)

Fig. 4

Best Available Copy

# Replacement Sheet 5/17



Perma Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Manage Authorize

272

Demo User - Demo Retailer  
[Log Off](#)

## View Stats

Buy 1 Demo Cola get US\$0.20 off. Site: Demo Site



ID	Start	Stop	Rule	
6091	03-15-2000	04-19-2000	Buy 1, get US\$ 0.20 discount.	
Issued	Viewed	Clicked	Redeemed	Purchased
10,000	30,829	15,635	10,074	\$31,820.00
				Saved \$1,695.00
Clicked / Viewed		Redeemed / Viewed		Redeemed / Clicked
50.72%		32.68%		64.43%
Purchases / Viewed		Purchases / Clicked		Purchases / Redeemed
\$1.03		\$2.04		\$3.16

### Promotion's List

Buy 1 Demo Cola get US\$0.20 off. (6091)

### Data Ranges

Promotion's Life

### Graph Type

☒ Counters

☐ Values

### Graph Data

☒ Views

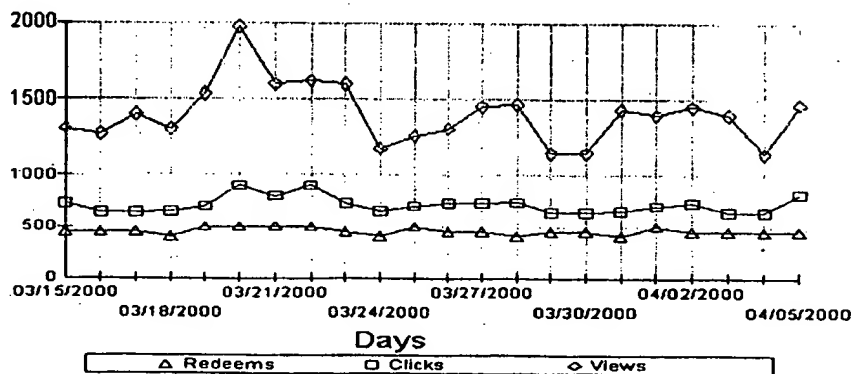
☒ Clicks

☒ Redeems

☒ Purchases

☒ Saves

Promotions Redeemed from March 15, 2000 to April 5, 2000



<< Back to Home

Best Available Copy



# Replacement Sheet 6/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home	Promotions	Reports
Manage	Authorize	

Demo User - Demo Retailer  
[Log Off](#)

## Pull Promotion



Buy 1 Demo Cola get US\$0.20 off.

284



Offer: Buy 1, get US\$ 0.20 discount.  
Start Date: 3/15/00  
End Date: 4/19/00  
Qty. Issued: 10000  
Qty. Redeemed: 0

286



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Fig. 6

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# Replacement Sheet 7/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Manage Authorize

Demo User - Demo Retailer  
Log Off

## Authorize

Creation Date Start Date End Date Promotion Status View as  
All Dates All Dates All Dates New Text

296 — Site: Demo Site

294 — Title Contains

298 →

Promotion ID	Title	Site	Start	Stop	Actions
5331	Sign up for America Online and get \$15 off.	Demo Site	02-01-2000	05-31-2000	Accept, Decline
6092	Buy 3 Demo-Cola get 1 free.	Demo Site	05-16-2000	06-21-2000	Accept, Decline
6099	buy 2 get 2 free	Demo Site	05-04-2000	05-31-2000	Accept, Decline

300

302

Fig. 7

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Replacement Sheet 8/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Manage Authorize

304  
←

Demo User - Demo Retailer  
[Log Off](#)

## Accept Promotion



Buy 3 Demo-Cola get 1 free.

Start Date: 5/16/00

End Date: 6/21/00

Qty. Issued: 5000

Rule label: Buy 3 and get 1 free.

UPC	Brand	Description	Retailer SKU
Buy			
UPCDEMO1	Demo Brand	Demo Product1	
Get			
UPCDEMO1	Demo Brand	Demo Product1	

306



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Fig. 8

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## Replacement Sheet 9/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home	Promotions	Reports
Manage	Authorize	

Demo User - Demo Retailer  
Log Off

308

## Decline Promotion

Title: Buy 3 Demo-Cola get 1 free.

Offer: Buy 3 and get 1 free.

Start Date: 5/16/00

End Date: 6/21/00

Qty. Issued: 5000

UPC	Brand	Description	Retailer SKU
Buy			
UPCDEMO1	Demo Brand	Demo Product1	
Get			
UPCDEMO1	Demo Brand	Demo Product1	

3/0



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Fig 9

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## Replacement Sheet 10/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Accounting Success

320

3124

Demo User - Demo Retailer  
Log Off

## Accounting Report

314

Date Range  
☒ All Dates

From:

To:

Site: Demo Site

Report Type

Total Results Only

316



318A

Promotion  
6091 Buy 1 Demo Cola get US\$0.20 off.  
Total

Date

Redeemed

Amount

10,074

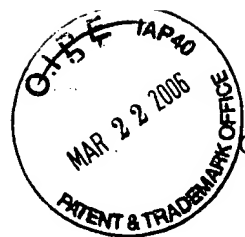
\$ 2,014.80

10,074

\$ 2,014.80

Fig. 10A

Best Available Copy



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Accounting Success 320

Demo User - Demo Retailer  
Log Off

## Accounting Report

314 →

Date Range  
All Dates

From:

To:

Site: Demo Site

Report Type

Results by Day

26

Report

Promotion  
6091 Buy 1 Demo Cola get US\$0.20 off.

Date	Redeemed	Amount
Mar-15-2000	454	\$90.80
Mar-16-2000	454	90.80
Mar-17-2000	454	90.80
Mar-18-2000	408	81.60
Mar-19-2000	499	99.80
Mar-20-2000	499	99.80
Mar-21-2000	499	99.80
Mar-22-2000	499	99.80
Mar-23-2000	454	90.80
Mar-24-2000	408	81.60
Mar-25-2000	499	99.80
Mar-26-2000	454	90.80
Mar-27-2000	454	90.80
Mar-28-2000	408	81.60
Mar-29-2000	454	90.80
Mar-30-2000	454	90.80
Mar-31-2000	408	81.60
Apr-1-2000	499	99.80
Apr-2-2000	454	90.80
Apr-3-2000	454	90.80
Apr-4-2000	454	90.80
Apr-5-2000	454	90.80

Total of: Buy 1 Demo Cola get US\$0.20 off.

10,074 \$2,014.80

Total

10,074 \$2,014.80

318b ↙

Fig. 10B

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## Replacement Sheet 12/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Accounting Success

Demo User - Demo Retailer  
Log Off

## Success

324

BEGIN Date Range: ☒ All Dates ☐ From:  To:

END Date Range: ☒ All Dates ☐ From:  To:

Promotion Status: ☒ Any Status ☐

Success Measure: ☒ Redeemed/Issued ☐

Promotion ID:  Contains:

322

328

326

330

ID	Title	Begin	End	Redeemed/Issued <input checked="" type="radio"/>
6192	Get 1 Demo Product1 free.	04-27-2000	05-31-2000	83.5%
6094	Buy 1 Demo Product1 get US\$0.10 off.	04-01-2000	05-31-2000	65.4%
6091	Buy 1 Demo Cola get US\$0.20 off.	03-15-2000	04-19-2000	42.6%

Fig. 11

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0155 1AP40  
MAR 22 2006  
PATENT & TRADEMARK OFFICE

Replacement Sheet 13/17

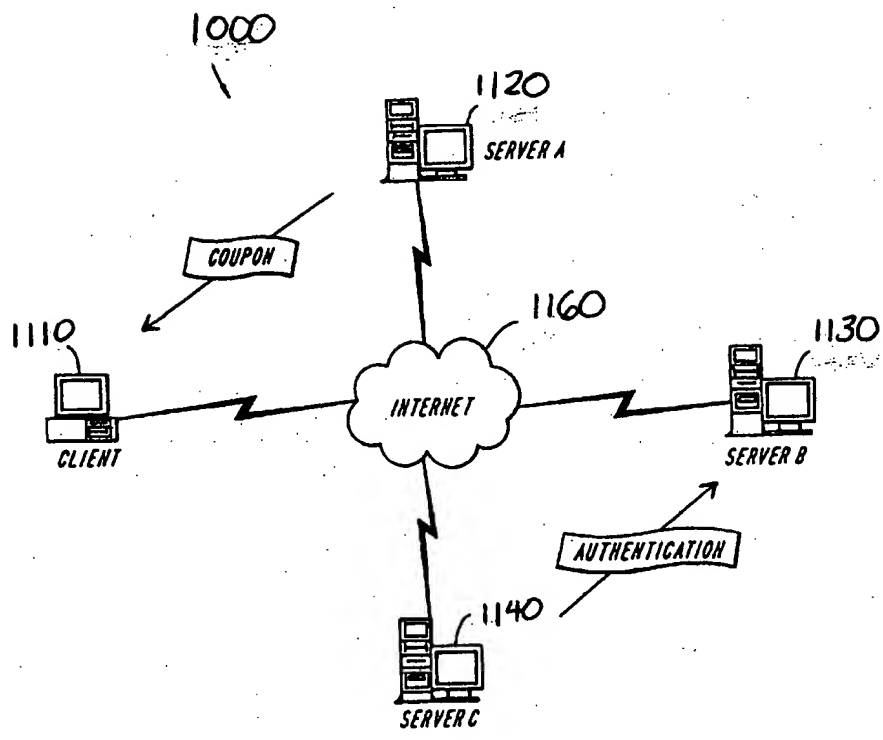


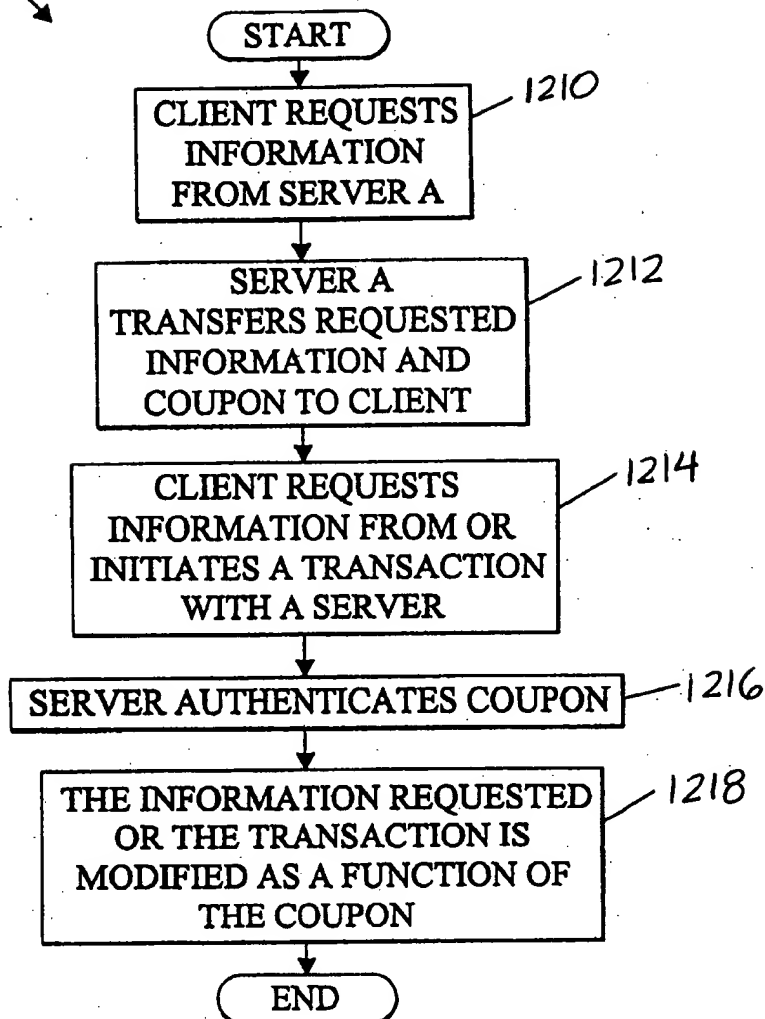
FIG. 101

Best Available Copy



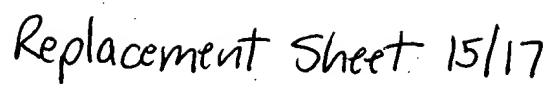
Replacement Sheet 14/17

2000



**FIG.** 102

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Replacement Sheet 16/17

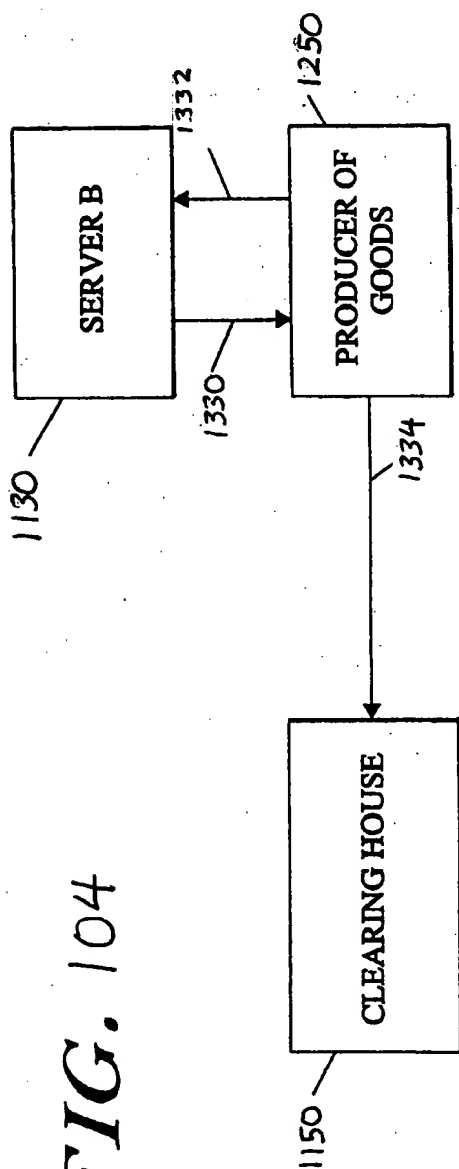


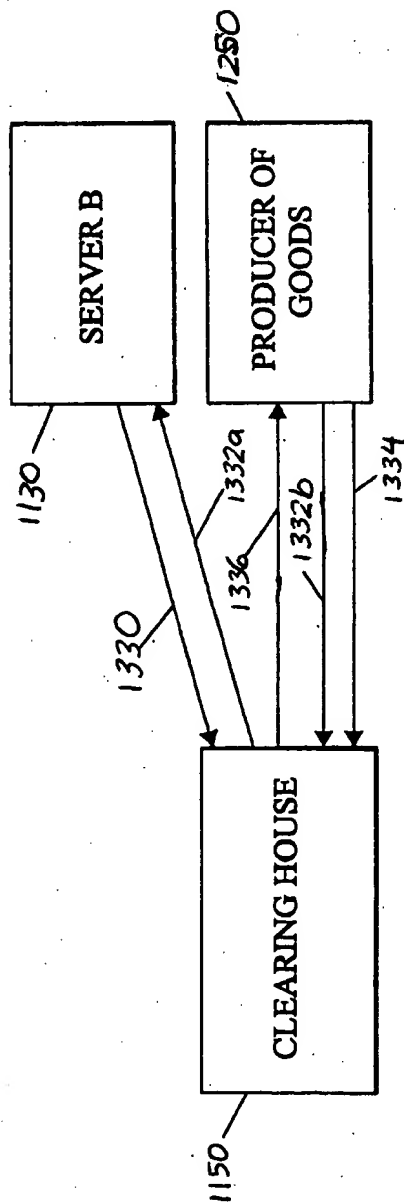
FIG. 104

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Replacement Sheet 17/17

FIG. 105



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